



WTIC-TV

ORDER

Print Date 09/10/12

Page 1 of 4

Flight Dates 10/16/12-10/22/12

Contract / Revision 386249 / LINDA MCMAHON 4 SEN

Original Date / Revision 09/10/12 09/10/12 Agency Com 15%

Advertiser LMcMahon/Republican/ Sen Billing Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1321

Alt Order # 06309329

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 21% Market Value 228714

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	34%	77762
4WVIT	23%	52604
5WTNH	20%	45742
6WCTX	2%	4574
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	82	\$40,825.50	\$48,030.00	0.00	10/01/12	10/22/12	82	\$40,825.50	\$48,030.00
Totals	82	\$40,825.50	\$48,030.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/16/12	10/16/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- 2 - - - -	:30	2	\$140.00	03	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	- 2 - - - -		2		\$140.00		0.00					
E 2	61	10/17/12	10/18/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- - 11 - -	:30	2	\$140.00	03	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	- - 11 - -		2		\$140.00		0.00					
E 3	61	10/19/12	10/19/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- - - - 2 -	:30	2	\$140.00	03	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	- - - - 2 -		2		\$140.00		0.00					
E 4	61	10/16/12	10/19/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- 1111 - -	:30	4	\$75.00	03	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	- 1111 - -		4		\$75.00		0.00					
E 5	61	10/16/12	10/19/12		CM	4p-5p	- 2222 - -	:30	8	\$150.00	03	0.00	NM	8	\$1,200.00



WTIC-TV

Print Date: 09/10/12

Page 2 of 4

Contract / Revision **386249** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/10/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1321**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 4p-5pm M-F 4p-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 2222 - -					8	\$150.00		0.00			
E 6	61	10/16/12	10/19/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	- 2222 - -	:30	8	\$75.00	03	0.00	NM	8	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 2222 - -					8	\$75.00		0.00			
E 7	61	10/16/12	10/19/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	- 1111 - -	:30	4	\$300.00	03	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1111 - -					4	\$300.00		0.00			
E 8	61	10/16/12	10/19/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- 1111 - -	:30	4	\$400.00	03	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1111 - -					4	\$400.00		0.00			
E 9	61	10/16/12	10/19/12	M-F News at Ten News at Ten	CM	10p-11p	- 2222 - -	:30	8	\$1,100.00	03	0.00	NM	8	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 2222 - -					8	\$1,100.00		0.00			
E 10	61	10/16/12	10/19/12	M-F News at 11pm News at 11pm	CM	11p-1135p	- 1111 - -	:30	4	\$250.00	03	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1111 - -					4	\$250.00		0.00			
E 11	61	10/16/12	10/19/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	- 1111 - -	:30	4	\$85.00	03	0.00	NM	4	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1111 - -					4	\$85.00		0.00			
E 12	61	10/18/12	10/18/12	NLCS on FOX NLCS	CM	730p-11p (7:30 PM-11:00 PM)	- - - 2 - - -	:30	2	\$1,400.00	03	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - 2 - - -					2	\$1,400.00		0.00			
E 13	61	10/17/12	10/17/12	NLCS on FOX NLCS	CM	4p-730p (4:00 PM-7:30 PM)	- - 3 - - - -	:30	3	\$1,400.00	03	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - 3 - - - -					3	\$1,400.00		0.00			
E 14	61	10/19/12	10/19/12	NLCS on FOX NLCS	CM	730p-11p (7:30 PM-11:00 PM)	- - - - 1 - -	:30	1	\$1,400.00	03	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - 1 - -					1	\$1,400.00		0.00			
E 15	61	10/17/12	10/17/12	Wed Prime Rotator X-Factor	CM	8p-10p	- - 2 - - - -	:30	2	\$2,000.00	03	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - 2 - - - -					2	\$2,000.00		0.00			
E 16	61	10/20/12	10/20/12	College Football College Football	CM	7-1030p (7:00 PM-10:30 PM)	- - - - - 3 -	:30	3	\$350.00	03	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - - 3 -					3	\$350.00		0.00			
E 17	61	10/20/12	10/20/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	- - - - - 2 -	:30	2	\$600.00	03	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - - 2 -					2	\$600.00		0.00			



WTIC-TV

Print Date: 09/10/12

Page 3 of 4

Contract / Revision **386249** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/10/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1321**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 17	61	10/20/12	10/20/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----2-	:30	2	\$600.00	03	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----2-					2	\$600.00		0.00			
E 18	61	10/21/12	10/21/12	NFL on FOX Early NFL:Sun 1-4pm	CM	1p-4p	-----1	:30	1	\$2,000.00	03	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1					1	\$2,000.00		0.00			
E 19	61	10/21/12	10/21/12	NFL on FOX Early Giants:Sun 1-425p	CM	1p-425p (1:00 PM-4:25 PM)	-----2	:30	2	\$3,500.00	03	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----2					2	\$3,500.00		0.00			
E 20	61	10/21/12	10/21/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----2	:30	2	\$900.00	03	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----2					2	\$900.00		0.00			
E 21	61	10/22/12	10/22/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	1-----	:30	1	\$140.00	03	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$140.00		0.00			
E 22	61	10/22/12	10/22/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1-----	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$75.00		0.00			
E 23	61	10/22/12	10/22/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	2-----	:30	2	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	2-----					2	\$150.00		0.00			
E 24	61	10/22/12	10/22/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	2-----	:30	2	\$75.00	03	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	2-----					2	\$75.00		0.00			
E 25	61	10/22/12	10/22/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$300.00	03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$300.00		0.00			
E 26	61	10/22/12	10/22/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$400.00		0.00			
E 27	61	10/22/12	10/22/12	M-F News at Ten News at Ten	CM	10p-11p	2-----	:30	2	\$1,100.00	03	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	2-----					2	\$1,100.00		0.00			
E 28	61	10/22/12	10/22/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$250.00	03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$250.00		0.00			
E 29	61	10/22/12	10/22/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	1-----	:30	1	\$85.00	03	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$85.00		0.00			



WTIC-TV

Print Date: 09/10/12

Page 4 of 4

Contract / Revision **386249** Flight Dates **10/16/12-10/22/12**Hiatus DatesOriginal Date / Revision 09/10/12/ 09/10/12Order Sep 00:15:00Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1321**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals			
														Spots	Amount		
E 29	61	10/22/12	10/22/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	1-----	:30	1	\$85.00	03	0.00	NM	1	\$85.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	1-----			1	\$85.00	0.00								
E 30	61	10/22/12	10/22/12	NLCS on FOX NLCS	CM	730p-11p (7:30 PM-11:00 PM)	2-----	:30	2	\$1,400.00	03	0.00	NM	2	\$2,800.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	2-----			2	\$1,400.00	0.00								
														Totals		82	\$48,030.00